

Message Text

LIMITED OFFICIAL USE

PAGE 01 RABAT 04293 041934Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W
-----090674 050544Z /15
R 041521Z AUG 77
FM AMEMBASSY RABAT
TO SECSTATE WASHDC 2731
INFO USDOC WASHDC

LIMITED OFFICIAL USE RABAT 4293

E. O. 11652: N/A
TAGS: ETRD MO
SUBJ: GOM SIGNS CONTRACT FOR MOROCCAN PAVILION IN WALT DISNEY
WORLD SHOWCASE

1. BEGIN UNCLASSIFIED. DURING THE JULY 25-29 VISIT OF
WALT DISNEY WORLD VICE PRESIDENTS C. LANGHORNE WASHBURN
AND CARL G. BONGIRNO, GOM SIGNED DESIGN AND CONSTRUCTION
AGREEMENT FOR A MOROCCAN PAVILION AT THE DISNEY WORLD
SHOWCASE IN FLORIDA.

2. WASHBURN AND BONGIRNO MET WITH PRIME MINISTER
OSMAN, STATE SECRETARY FOR TOURISM SAID AND MINTOURISM
SECRETARY GENERAL EL IDRISSE (WHO SIGNED AGREEMENT FOR
GOM).

3. IN JULY 26 MEETING WITH AMBASSADOR, DISNEY VP'S
EXPLAINED THAT PAVILION WOULD SERVE MULTIPLE FUNCTIONS.
IN ADDITION TO HOUSING CULTURAL AND HISTORIC ATTRACTIONS,
FOLKLORE PRESENTATIONS, A HANDICRAFT SHOP AND A MOROCCAN
RESTAURANT, THE PAVILION IS INTENDED TO PROMOTE
TOURISM AND INVESTMENT IN MOROCCO. DISNEY HOPES TO
SEE THE PAVILION, SLATED TO OPEN IN 1981, MANNED BY
YOUNG ENGLISH SPEAKING MOROCCANS. END UNCLASSIFIED.

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4. BEGIN LIMITED OFFICIAL USE. WE BELIEVE THAT THIS MOVE
BY THE GOM IS GOOD FIRST STEP ON ITS PART TO QUOTE
SELL UNQUOTE MOROCCO IN THE US, A TASK AT WHICH IT HAS
BEEN SINGULARLY UNSKILLFUL IN RECENT YEARS--ESPECIALLY
IN THE INVESTMENT AREA. WE HAVE LONG COUNSELLED KEY
GOM OFFICIALS, WHO SEEM DISAPPOINTED IN THE LACK OF US
INVESTMENT IN MOROCCO, TO SET UP A PERMANENT INVESTMENT

PROMOTION OFFICE IN THE US, PREFERABLY IN NEW YORK.
THE DISNEY WORLD PAVILION SHOWS GOM'S INCREASED AWARENESS
OF AND READINESS TO ADOPT INNOVATIVE AND SOPHISTICATED
MARKETING TECHNIQUES NECESSARY TO PENETRATE COMPETITIVE US
MARKET. END LIMITED OFFICIAL USE.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: CONTRACTS, CULTURAL EXHIBITS
Control Number: n/a
Copy: SINGLE
Sent Date: 04-Aug-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 22 May 2009
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977RABAT04293
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770280-1006
Format: TEL
From: RABAT
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770896/aaaaddvf.tel
Line Count: 68
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: c39dfc61-c288-dd11-92da-001cc4696bcc
Office: ACTION NEA
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 18-Mar-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1708064
Secure: OPEN
Status: NATIVE
Subject: GOM SIGNS CONTRACT FOR MOROCCAN PAVILION IN WALT DISNEY WORLD SHOWCASE
TAGS: ETRD, BPRO, SCUL, MO, WALT DISNEY WORLD SHOWCASE, (WASHBURN, C LANGHORNE), (BONGIRNO, CARL G)
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/c39dfc61-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009